

Overseas Press Club Bulletin

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Gene Lyons Earns A Belated Tribute

By Irene Corbally Kuhn

Eugene Lyons, founder member and second president of OPC, is paid a long-delayed tribute by Arthur Schlesinger, Jr., the historian.

In reviewing a new book, "Political Pilgrims" by Paul Hollander, professor of sociology at the University of Massachusetts, and an associate of the Russian Research Center at Harvard, Schlesinger cited Gene's work. In *The New York Times Book Review* (Oct. 11) he noted that: "Half a century ago, Malcolm Muggeridge (in "Winter in Moscow") and Eugene Lyons (in "The Red Decade"), began to expose the sentimental idiocies of Western tourists in Soviet Russia."

Schlesinger is right to pay tribute to Gene but it was "Assignment in Utopia," his first and previous book, which started the fireworks. Gene wrote this after returning from reporting Stalin's purges and blood baths for the United Press, during his six years in Moscow there as chief correspondent.

Three years later, in 1941, Gene wrote "The Red Decade," which threw a blinding light on those "sentimental idiocies," which, sad to relate, are still part of the intellectual baggage of many misguided Westerners.

Gene organized the Committee for Cultural Freedom, enlisting the support of writers and others engaged in various intellectual pursuits. He composed the statement released for the Committee as "the least common denominator of principle on which the intellectually honest could join together." More than 140 men and women, all well known and highly respected, had signed the manifesto before it was made public.

Most of those illustrious signers are gone now, but Gene is still with us to savor the satisfaction of being recognized for the accuracy of his judgment fifty years ago, by one of the leading liberal thinkers of our day.

Gene has never changed. He has fought on through the years,

(Continued on page 2)

Keeping Journalism Honest

Temptation is ubiquitous. It comes in more disguises than can be found on Halloween. Since such is the case, it seems wise to remind ourselves frequently of some "do's and don'ts" of good journalistic practice.

This past September, Scripps-Howard did just that. At their annual conference, the Scripps-Howard editors presented a third update of their code of ethics. The first was issued in 1963. It primarily addresses itself to outside work, junkets and political activities. We feel the membership might find it interesting:

1. PROHIBITED

- Paid work of any sort for any branch of the government, any political organization, any candidate, any politician.

- Preparing or handling publicity for pay for anyone the employee might have occasion to deal with as a reporter or an editor.

- Working for any direct competitor of his own newspaper or of any other Scripps-Howard newspaper.

- Participation of any employee in any political activity that could

raise questions as to the newspaper's objectivity.

2. PERMITTED, but ONLY on prior approval of the editor:

- Teaching, lecturing or speaking for pay.

- Regular or guest appearances on radio or television.

- Outside writing for magazines, trade publications, house organs.

- Sales by photographers of prints, or by artists of their work, done for the newspaper.

- All outside work not included here must have prior approval.

3. GIFTS:

When the gifts exceed the limits of propriety, they should be returned. We discourage gifts that might be construed by anyone as an attempt to influence news coverage. We do not accept free tickets to any revenue-producing event, including civic functions. We do not accept free trips or junkets unless they represent the only possibility of providing news coverage of a specific event. In such

(Continued on page 2)

Unipressers Enjoy Reunion at OPC

It was a Reunion to end all reunions last Oct. 2 when former United Press correspondents who covered Europe back in the 1940s, including this reporter, met in New York for cocktails and dinner at the Overseas Press Club. There were 73 in all, including wives and dates, and they came from as far away as Spain, England and California, as well as many western, southern and eastern states.

Working for the United Press (now United Press International) in Europe during and immediately after World War II was unforgettable, involving long hours and meager wages, but we did it for the experience, hoping for the big break that later came to many.

"Downholds," as orders from New York to slash costs to the bone were called, were frequent, if not monthly, and extracting an increase in salary was about as difficult and painful as pulling your own teeth.

But was forgiven this night as one old friend after another showed up to reminisce about those days that we now imagine to be among the happiest of our lives.

Both Walter Cronkite and Charles Collingwood were there, as well as Doug and Dorothy Werner. Doug and I landed in Normandy on D Day in 1944, when he was a UP correspondent and I was his 9th Air Force conducting officer, an experience that neither of us will ever forget, and we have kept in touch through the years that followed.

Also attending the reunion were old friends Rod and Cri-Cri MacArthur of Chicago, with whom Eva and I toured Europe this past spring. MacArthur, who is becoming increasingly well known nationally because of repeated broadcast and print media attention, heads the foundation left by his father, the late John D. MacArthur, that is funding geniuses, thereby freeing them to do their special thing without having to work for a living.

Given the wealth of the foundation, the fifth largest in the nation, it was not surprising that MacArthur was one of the most sought-after "downholders" in attendance.

With us at the same table with the MacArthurs were John and Simone Martinco and Jim McGlinchey, all of whom go back to the UP's Paris bureau in the 1940s, when Rod and I shared an apartment on the *Ile de la Cité*. Martinco is still with the UPI in New York on its foreign desk and McGlinchey is with CBS News in New

York. If you watch Dan Rather's CBS Evening News, you've probably seen him read some of McGlinchey's copy.

Without question, the senior veteran of those "Unipress" days attending was **Ralph Forte**, long-time former head of the UP's Madrid bureau, who still lives in Madrid. Forte, now a freelancer, flew to New York from Madrid for the occasion. Forte was a great friend of the late Reynolds Packard, one of the UP's great between-the-wars reporters stationed mostly in Rome, an experience that led to his book, "Balcony Empire."

Harrison E. Salisbury, who went from the UP to fame with *The New York Times*, was there, as was Rob Roy Buckingham, also of the *Times*.

Less well known former European "Unipressers" included old friends **Anne Stringer**, Dorothy Russell, Sally Gramm Swing Shelley (daughter of the late Raymond Gramm Swing), George Pipal, Bruce Munn, Frank Breese, Dick Clark, Jim Roper and Pat Conger.

W.R. ("Hig") Higginbotham of *The New York Times* Syndication Sales Corporation, was the highly competent organizer and M.C. of the event. Hig was based in London during the mid and late 1940s, heading the UP's European coverage.

—Haynes Thompson

HONESTY (Continued from page 1)

cases an effort should be made to pay our fair share of the actual costs incurred by the sponsor.

4. GENERAL:

- All Staffers — particularly executives, reporter specialists and those who determine and articulate newspaper policy — should be sensitive to the possibility of perception of conflict of interest when making personal monetary investments.

- Editors should also exercise caution in assigning reporters to local organizations of which the reporters are members or for which they are spokesmen.

- We should be wary of so-called contests largely created to gain unwarranted publicity for specific companies, industries or institutions.

- Editorial personnel should never seek special personal advantage through such means as press credentials, company stationery or simply calling attention to a position with the newspaper.

—Charles J. Schreiber

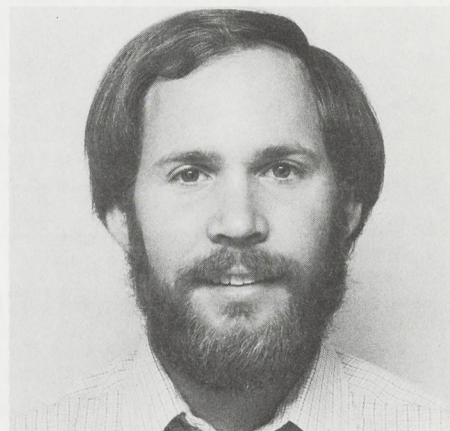
Munich-based **Aaron Einfrank** will be in New York thru Dec. 8 and can be reached through the Club.

Hear Him Nov. 19



Tom Valvo, pianist, arranger and composer, has performed numerous times at OPC jazz concerts in recent years. A Julliard Master Musician, his versatility spans the full spectrum of music from the classics through pop and jazz. He'll play for our Christmas Party Dec. 10.

See His Photos in Dec.



DECEMBER'S SHOWING in the club's lobby art gallery will be by **Steve McCurry**, who won OPC's Robert Capa gold medal award for his coverage of the war in Afghanistan. McCurry is currently in India on assignment for the *National Geographic*.

TRIBUTE (Continued from page 1)

sometimes with only a few troops; now he is recognized for the clear view he had of the extent of the catastrophe that overtook the world when the Bolshevik revolution engulfed Russia, and which is still spreading its poison across the world.

If this seems to connote danger ahead, at least we are now aware of it, thanks to Gene's lifelong fight and his success in converting others to the truth behind the propaganda.

Irene Corbally Kuhn is a founder member of OPC and served as 1st vice-president with Gene Lyons.

She Lives the Stories She Reports

OPC member **Grace Halsell** has chalked up one more victory in her writing career with the recent release of "Journey to Jerusalem," by Macmillan Publishers.

Britain's Lord Caradon, one-time U.N. Ambassador and a Middle East expert himself, has called the book "a vivid and frightening picture of two peoples—the Israelis and the Palestinians drifting through misunderstanding and suspicion to hatred and violence."

Clark Clifford, former U.S. Secretary of Defense and whom *The Washington Star* columnist Betty Beale calls a "Washington sage," also praised Halsell. He called her newest book "splendid" and "an appealing, accurate and sophisticated treatment of the tangled and intricate problems of the Middle East." He hopes it will be "required" reading by the Reagan administration.

A recent biography of Halsell notes that "probably no American journalist, man or woman, has had a more extraordinary career than Grace Halsell. Before being called to the White House, Miss Halsell had, over a period of two decades, written her way around the world—Europe, the Middle East, Africa, the Orient, the Americas."

Her newspaper dispatches for 12 Southwestern newspapers, as well as the *New York Herald Tribune* and the *New York Post*, have datelined war zones in Korea and Vietnam, as well as Russia and China. She has written about Khrushchev, Nehru, Nasser and Tito; about shooting whales off the coast of Peru; hunting lions in Paraguay, and jet rides over Vietnam and Korea.

Born in Texas, Halsell was encouraged from age five by her pioneer father who led cattle drives on the Chisholm Trail "to travel, to get the benefit" of knowing other peoples. She began at age 19 with a trip through the British Isles by bicycle, and has traveled the world alone ever since. She studied at the Sorbonne, and has lived in London, Tokyo, Berlin and Seoul. She has lived on a fishing junk with a Chinese family of 19. She once darkened her skin with drugs to live as a Black in Mississippi and Harlem. She shared a dirt floor adobe home with Navajos of the American Southwest for a year. She swam across the Rio Grande with illegal Mexican immigrants.

Out of these incredible experiences have come many books—"Soul Sister;" "Evers" about Mississippi civil rights figure James Charles Evers; "Black/White Sex," and "The Illegals."

For her latest book Halsell lived with four different families in the West Bank; with two Jewish families, including a couple in the Gush Emunin, a heavily



Grace Halsell

armed militant band "which wants war, if it's necessary to expel the Palestinians. 'They frankly say this,' says Halsell. 'This whole issue is splitting the Israelis. I stayed with two couples with contrasting views.'"

Halsell tends to focus on women in her books, writes a *Pittsburgh Post-Gazette* reporter recently, "because they're always interesting, and their roles are changing all over the world."

And from the looks of it, Halsell isn't finished yet. "There are a thousand things I'd love to do that I've never done."

Blythe Foote Finke

New Applications

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Placement

1. Advertising manager wanted by major insurance company to maintain contact with media representatives, supervise and monitor ad programs. Must be backed by 5 years' ad experience. Salary: \$35,000 up. Expenses paid for interview and relocation. For details, phone Lynda Michaels, New York City (212) 753-0157.

2. *The Singapore Monitor*, new newspaper being launched in Singapore, seeks stringers in New York and Washington, D.C., to cover politics, the UN, and foreign policies affecting Singapore. Length: 600 - 1,000 words. Base payment: \$150 for approximately 600 words. For details, phone Mr. Bala Krishnan in New York City at 432-5661 during work-hours, or 678-3538 from 7 P.M. to 11 P.M. *The Singapore Monitor* is scheduled for publication Jan. 15, 1982.

Placement is a free service to OPC members. To be listed with jobs offered or sought, address Helen Alpert at the OPC.

BELL & HOWELL, long a leading name in consumer photographic products, is today a diversified company devoted to providing "information systems for working, leisure and education." It stands among the world's major suppliers of micrographic and business data systems, as well as audio-visual equipment and learning systems software. In addition, Bell & Howell manufactures high technology electronic and instrumentation equipment for government and industry, and is a leader in post-secondary electronics training through Bell & Howell Schools.

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Irvin S. Taubkin, Editor; Helen Alpert, George E. Burns, Rosalind Massow, Rosalind Moore, Charles J. Schreiber, associate editors.

Who, What, Where

By Rosalind Massow

THE SHANGHAI TIFFIN CLUB of New York has presented its Distinguished Service Award to Judge **Norwood F. Allman** "for your many accomplishments and distinguished years of service in mainland China and your continued devotion to a free China." Dotti and the Judge were feted at the club's annual banquet.

* * *

FOOTSTEPS . . . Just before he became a member of OPC recently, **Bruce W. Gray** wrote **Henry Gellermann**, "I do remember when my father served as president and, in fact, though I was eight years old at the time, recall attending at least two functions at which he spoke. I am sure he would be thrilled at my becoming a part of what was unquestionably his favorite organization." Bruce's father was **William P. Gray**, OPC president 1952-53. Bruce is president and publisher of *The Atlantic Monthly*. Welcome aboard!

* * *

CHECKING IN from Washington, where he had gone for a meeting of the editorial advisory board of *Chemical & Engineering News*, weekly news magazine of the American Chemical Society, Union Carbide's **Ralph Leviton** notes that "the Press Club here is great — except they don't have chemists checking the water."

* * *

A NEW CHAPTER bringing his first book, *Collision Course: the Andrea Doria and the Stockholm*, up to date, **Alvin Moscow** is gloating over its being published anew by Grosset & Dunlap. It was a best-seller when first brought out in 1959 and should be as timely as then because of Peter Gimbel's recent success in retrieving one of the *Doria's* safes. A one-time AP reporter in New York, Alvin will have another book out come January — *Every Secret Thing*, a collaboration with Patricia Campbell Hearst.

* * *

NEW ADDRESS for **Ellen Wallace**: 90, rue d'Assas, 75006 Paris, just back from bicycling around the West Coast of Ireland after the Dublin Theater Festival.

* * *

WINE AND FOOD journalists who make the Wine Writers Circle their organization have elected **Robert Jay Misch**, OPC's house wine maven, as their chairman.

FACTORY TO FACULTY is the path **Lester R. Bittel** has taken . . . moving from the chief editorship of *Factory* magazine to become professor of management at James Madison University. He is the author of volumes on executive skills and supervisory development.

* * *

VALLEY OF THE SUN chapter of SDX was the setting recently for a get-together in Phoenix of **Art Milton**, **Russ Tornabene** and **Howard Graves**. Russ, recent OPC VP, is now executive director of SDX, and was on hand with the AP's Graves, SDX president. "Living down here is just great," Art says. "The weather is ideal and there is so much to see and do. I recommend it for anyone who truly wants to enjoy life in later years." What about now?

* * *

WRITING ABOUT FAR-AWAY countries is fun . . . but reading about your writing about them in your hometown paper is even more fun. Which is what happened with **Yvonne Beaudry**, subject of a feature story in the *Eagle-Times*, split between New Hampshire and Vermont. Highlight was her visit with a Bedouin tribe in the Jordanian desert. Pieces by Yvonne have appeared recently also in the *Detroit Free Press* and Gannett and other newspapers in the U.S. and Canada.

* * *

After 34 years, **Rohama Lee** has sold *Film News*, an international review magazine of audio-visual materials, and will now freelance for several U.S. and foreign magazines. She is also conducting a course in writing for publication at Manhattan Community College.

That grand old man of public relations, **Edward L. Bernays**, will be honored on his 90th birthday with a gala reception and luncheon at the Harvard Club in Boston, Sunday Nov. 22. A number of fellow OPCers are on the Committee of Ninety arranging the tribute.

* * *

Wes Pedersen, director of communications for the Washington-based Public Affairs Council, is co-author with public relations executive Edie Fraser of two sections in the new *Public Affairs Handbook* published by Longman's. The twin contributions are analyses of public affairs operations at the Departments of Defense and Agriculture. Pedersen is founding chairman of the national Institute for Government Public Information Research at American University and past president of the National Association of Government Communicators. The Longman book is titled "Informing the Public."

* * *

AWARDS . . . Norma Cohen and Jerry Waldman, two young students at Columbia School of Journalism, and winners of the first new scholarship-internship program in financial journalism set up by the *American Banker-Bond Buyer*. OPC'er **William Zimmerman**, managing editor of the *American Banker*, reveals that these \$3,000 grants were established to encourage young people to enter careers in financial journalism . . . **Helen Paltis Silver** writing about "Five Women Who Succeeded" in *Working Women*, followed suit by winning first place in the magazine category in the New Jersey Press Women's annual communications contest.

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